

BUILDING INDUSTRY SYNERGY

SUMMER ISSUE 2023

- CALL TODAY TO BE INCLUDED IN THE 2023 SEPTEMBER 'SPECIAL ISSUE' GIVEN TO EACH SHOW ATTENDEE @ THE 2023 HGHBA HOME IMPROVEMENT & OUTDOOR LIVING SHOW IN THE MBCC SEPTEMBER 15TH - 17TH
- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- HABITAT HOUSE PROJECT GROWS WORKFORCE DEVELOPMENT
- EXTERIOR PRODUCTS PROVIDE SAFETY - SECURITY - CURB APPEAL
- WINDOW COVERINGS PROVIDE INTERIOR DECOR & SAFETY - SECURITY - CURB APPEAL FOR THE EXTERIOR
- OUTDOOR LIVING AREAS - POOLS AND SPAS HAVE BECOME A FOCAL POINT FOR BUILDERS & HOMEOWNERS
- 2023 - 2024 BIS EDITORIAL CALENDAR



The 2023 September 'Special Issue' Will Be Handed To Each Show Attendee That Purchases A Ticket To The HGHBA Home Improvement & Outdoor Living Show In The MBCC September 15th - 17th
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Exterior Products Pages 10 - 16
Window Coverings Pages 17 - 19
Outdoor Living - Pools & Spas Pages 32 - 42



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- Interior Roller & Solar Shades
- Storm Tex Hurricane Screens

INTERIOR SHUTTERS



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PAGE 5

Habitat House Project Grows Workforce Development

The HGHBA is currently looking for volunteers, donations & mentors to help with the 2023 - 2024 house build on the campus of The Academy for Technology & Academics.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist you with your new construction, remodeling or property maintenance project.

PAGE 9

2023 HGHBA New Member Inductees & Calendar Of Events

The HGHBA New Members since April 2023 & the HGHBA New Member Inductees from the 05-16-23 General Membership Luncheon. The 2023 - 2024 HGHBA Calendar of Events.

PAGE 10

The Exterior Products Used On Any Home Or Business Ensure The Future Safety & Curb Appeal Of The Structure Providing Peace Of Mind For The Owner

The exterior envelope of any home is important both for the safety & security of the structure and also the curbside appeal. *Building Industry Synergy* reached out to three local companies with decades of experience to learn more about the products that are currently being used & what they have to offer the local building contractors and property management companies here in Horry & Georgetown Counties.

PAGE 17

Window Coverings Provide Interior Décor As Well As Safety / Security & Curb Appeal For Exterior Design

The selection of the proper interior window coverings can truly enhance the décor of any home or business and the exterior window coverings can provide added protection & safety, as well as enhancing the curb appeal. *Building Industry Synergy* reached out to two highly respected local companies that have plenty to offer in terms of interior window treatments and exterior window coverings to get some feedback on the latest products available and trends in the industry that they have noticed recently.

PAGE 20

Classic Homes – Classic Interiors

Classic Homes helps you tailor every aspect of your home to suit your preferences and lifestyle. “We understand that a home is not just four walls and a roof. It should be a comfortable space for you and your family for years to come,” said Susan White, who, along with her son, Berkley and his wife Kim, founded Classic more than 20 years ago. Today, the Classic team has almost 70 years of combined experience in homebuilding and has built more than 1,000 homes throughout the Carolinas, including three Southern Living Showcase Homes.

PAGE 32

Paradise Is Only As Far As Your Own Backyard – Outdoor Living Areas Have Become A Focal Point For Builders & Homeowners

Beautiful outdoor living areas including pools, hot tubs, outdoor kitchens, fire pits, ect. were once considered a luxury that only a few homes had in their backyard. Today, these areas have become a standard for most new builds and remodeling / renovation projects. *Building Industry Synergy* reached out to five highly respected companies that combined, can provide almost any amenity that a builder or homeowner can dream of.

PAGE 43

2023 – 2024 Building Industry Synergy Editorial Calendar

The schedule for the remaining issue in 2023 & the first three issues in 2024, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

The Upcoming 2023 September ‘Special Issue’ Will Be Mailed Out & Also Distributed To Each 2023 HGHBA Home Improvement & Outdoor Living Show Attendee That Purchases A Ticket To The Show In The MBBC September 15th - 17th. The 2024 February ‘Special Issue’ Will Be Mailed Out & Also Distributed To Each 2024 HGHBA Home Show Attendee That Purchases A Ticket To The Show In The MBBC February 2nd - 4th.

Building Industry Synergy

SC - GRAND STRAND

2023 SUMMER ISSUE

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on the cover

Berkley White (far left) & Susan White (2nd from left), with homeowners, Jud Busbee (far right) & Nancy Busbee (2nd from right), in front of their home in Prince George. Paradise found! Jud and Nancy Busbee love their new home in Prince George and love working with the Classic team, especially owners Berkley White and his mother, Susan. Classic is one of only 100 builders throughout the United States, handpicked by Southern Living, that meets the stringent criteria that set the Southern Living Custom Builder apart. Classic not only builds new homes but renovates and revitalizes existing spaces as well. They are one of only a handful of building firms that offer complete building and interior design services under one roof—making building and designing a home less daunting. It’s been said many times: “Coming together is a beginning, staying together is progress, and working together is success.” Classic should know. Their first twenty years as one of the area’s premier builders have set the stage for the next twenty years and beyond.

PHOTO © CREATIVE RESULTS INC

Habitat House Project Grows Workforce Development Awareness

Horry Georgetown Home Builders Association (HGHBA) has been working diligently on growing our future workforce in the area, from supporting the Be Pro Be Proud Mobile Workshop, educational classes and events, student job shadowing and internships. The most challenging has been getting students into more hands-on real work environment experiences like student job shadowing and internships. These efforts have only met with roadblocks when it came to student transportation. Due to school policy students were unable to have these experiences if they did not have their own vehicle, even then it was not a true real work experience because students could not ride in the businesses’ vehicles once at the site. We worked on ideas to bring the work to the students.

A project that started as an idea at the November 2021 HGHBA General Membership Meeting has come full circle. Working together with Habitat for Humanity of Horry County and the Academy for Technology and Academics the HGHBA was able to orchestrate a partnership between these three groups to execute a NAHB Student Chapter project, a house build on the school’s campus. This furthered our advances in the area for workforce development by leaps and bounds. Construction began at the beginning of the 2022-2023 school year. It has truly been a cooperative effort by all parties, but the HGHBA membership truly stepped up with donations; monetary, in-kind and supplies. We can’t thank our membership enough for their support. It has been a successful endeavor as student retention for the Building Construction Program was higher than past years, more quality students have applied to the program for 2023-2024, it has brought awareness to our workforce shortage at both the state and local levels and the interest in supporting our workforce development has grown. In mid-July the homeowners of the Habitat for Humanity Student Chapter Project House will finally be able to move in. It has been a great journey seeing the pride the Student Chapter has in this house especially when they had the opportunity to have their families tour the home at our Construction Palooza event held in May. It was a celebration of the students’ achievements and once again HGHBA Members were there to share the day.

We have received the go ahead on another house for the 2023-2024 school year. This home will be a two-bedroom house for a family in Conway. We are looking for volunteers, donations, and mentors to help with the upcoming build. If you are in the industry and would like to participate in this rewarding experience, please reach out to the HGHBA at Info@hghba.com or 843-438-4124 ext. 5003 for more information.





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05-16-23

New HGHBA Member Inductees

2023 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~



JULY

26 Workforce Development Committee Meeting

AUGUST

9 Ambassadors Committee Meeting
17 Golf Tournament
15 General Membership Luncheon
30 Workforce Development - Welcome Students Back to School

SEPTEMBER

6 Clay Tournament Committee Meeting
15-17 Fall Home Improvement & Outdoor Living Show

25 Workforce Development Committee Meeting

26 Lunch & Learn

OCTOBER

4 Ambassadors Committee Meeting
5 Pet Project Committee Meeting
6-8 HBA of SC Convention, Asheville, NC
10 Clay Committee Meeting
11 HGHBA Board of Directors Meeting
17 General Membership Luncheon
25 Ambassadors Committee Meeting

NOVEMBER

2 Fall Clay Tournament
8 Workforce Development Committee
14 General Membership Meeting
29 Pet Project Committee Meeting
30 Lunch & Learn

DECEMBER

13 Board of Directors Meeting

FEBRUARY

2-4 Spring Home Show

Call (843) 438-4124 or email RAO@HGHBA.com for further information.

Brand New HGHBA Company Members Since April



- Brian Burton • Gale Contractor Services
- Iago Almeida • Set In Stone
- Matt Olson • Carter Lumber Company
- Bryan Richardson • Backwoods Landscaping LLC
- Bruce Downs • Bruce Downs
- Pamela Griffith • Superior Fence and Rail of Myrtle Beach
- Jay Martin • 31-W Insulation
- Richard Bernard • Midatlantic Storm Protection LLC
- Tony Troiani • Iup Business Solutions
- Kirstie Dalton • Wallaby Windows
- Trevor Steel • Clean Image Pressure Washing
- Tony King • Jake's Heating & Cooling of North Myrtle Beach Inc
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by Sara Sobota

The Exterior Products Used On Any Home Or Business Ensure The Future Safety & Curb Appeal Of The Structure Providing Peace Of Mind For The Owner



by Lesley Hill

The exterior envelope of any home is important both for the safety & security of the structure and also the curbside appeal. *Building Industry Synergy* reached out to three local companies with decades of experience to learn more about the products that are currently being used & what they have to offer the local building contractors and property management companies here in Horry & Georgetown Counties.

William McCourt established **Elite Exteriors** in August 2021 with a very simple mission: ‘...to provide clients along the Grand Strand and Pee Dee areas with quality work in a timely manner, and to provide the best customer experience possible.’ It seems like a simple concept, but judging by the growth of his company so far, it’s one that resonates with clients.

McCourt, who has decades of experience in the construction industry and holds both a General Contractors and Residential Builders licenses, decided to start his own company with his partners Chris McCourt and Jenn DeLuca so he could ensure that his clients receive the products and service promised to them.

“Elite Exteriors’ approach is that we provide the best products, the best service, and do exactly what we say we’ll do – no exceptions,” said McCourt. “That’s

the hardest thing in our industry: people finding contractors that are not only licensed and knowledgeable, but also willing to do exactly what was agreed upon.”

Elite Exteriors specializes in the “exterior envelope” of the home, McCourt said, which includes exterior remodeling, roofing, siding, decks, windows, doors, and various types of patio enclosures. In its brief existence, the company has achieved some of



Chris McCourt (left), Will McCourt (middle) & Jenn DeLuca (right) with Elite Exteriors.



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BEFORE

“A large percentage of our clients have recently purchased their homes and they want to make changes and additions immediately, such as adding a patio enclosure, building a new outdoor entertaining area, or a simple facelift by replacing the siding,” said McCourt. “Then we have homeowners who have been in their house for 20+ years and are ready for new siding, windows, doors, or roofing.”

When it comes to additions or upgrades, decks and enclosures are two popular project trends.

“Our Northern clients who have just moved to the area usually want a new deck or patio enclosure,” said McCourt. “A lot of them aren’t used to having a

concrete slab as their patio, so they choose us to create a custom deck layout for them.”

A patio enclosure project might be as simple as adding a screen



AFTER

enclosure to an existing patio area to completely adding a sunroom addition.



BEFORE

“Screen enclosures offer the best of both worlds: people want to enjoy the outdoors, and one of the joys of the Carolinas is that we have great weather, but we also

have mosquitos and no-see-ums that make it difficult to spend time outside. A screen enclosure solves that problem.” said McCourt.

One practice that reinforces Elite Exteriors’ commitment to customer service is a weekly phone call to clients who are under contract to simply just touch base.

“I believe one of the biggest fears of homeowners in our industry is when they hand over a deposit and then don’t hear anything from the company for weeks. In our industry, no news is bad news. So, it’s just making sure



AFTER

we have that constant touch point, to tell them what’s going on. Our clients truly appreciate that. At the end of the day, it’s about treating customers how you want to be treated and respect their homes.”

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At some point & time, virtually every builder across the Grand Strand area has had trouble finding reliable specialty subcontractors who have an adequate supply of workers to get the job done in a timely manner. Patrick Reynolds, a former general contractor in Long Island, N.Y., who relocated to the area, recognized an opportunity and has filled a need in the building market.



All American Management Group owner, Patrick Reynolds, takes tremendous pride in the relationships that his company establishes with the local building contractors and property management companies.

Reynolds established **All American Management Group Ltd**, a specialty contracting firm focusing on sheetrock, painting, siding and most recently roofing.

“When I witnessed the amount of building going on in this area and recognized the labor shortage, I saw a unique opportunity,” said Reynolds. “It was a perfect fit to work with the local builders and contractors, but in a more streamlined manner than my operation back in New York.”

Reynolds’ 35+ years of experience, along with his background as a general contractor and former builder, as well as his

ability to bring a seasoned labor force to the Myrtle Beach area from Long Island means that All American Management Group can offer the highest quality of workmanship, along with guaranteed dependability.

“I have 20-25 sheet rockers and spacklers from New York. I have a couple of crews of painters, as well as exterior siding contractors. I brought my company’s values to this market, where Monday means Monday; 8:00 a.m. means 8:00 a.m.; deadlines are kept; and schedules are respected and kept. I want to be part of the solution for the building industry,” said Reynolds.



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“I personally know how important that is!”

The combination of sheetrocking and painting crews means work progresses efficiently, with no down time. “Once we start a job, we stay on it until it’s finished,” said Reynolds. “There’s no interrupting the work, and as long as that site is ready for us, we can go in and knock it out quickly. Attention is paid to detail. We will not leave a product that is not up to our standards or up to the builder’s standards.”

Our reputation is extremely important to us! Reynolds is prepared, he said, to “put my money where my mouth is” by offering a penalty clause in his contracts. “I will pay

the builder upwards of \$100 per day for a no show,” said Reynolds.

“I recognize that time is money, and being a former builder, I recognize the importance of meeting deadlines from your subs, because if one sub has a delay, it creates a domino effect for all the other subs, and it turns into a potential nightmare for the builder.”

Reynolds personally visits job sites every day, and also employs a construction supervisor. “Every day, every job site will have personalized supervision,” said Reynolds. “Someone will be on that site to ensure the quality and to ensure that it’s being done in a timely manner.”

All American Management Group works with track (including Lennar Homes) and custom home builders, property managers, as well as homeowners. Reynolds believes his company brings overall value to the market.

“Builders, property managers and homeowners welcome both contractors as well as subcontractors that can help by being part of the solution, not part of the problem.”



All American Management Group recently aligned itself with an established local roofing company which now gives the company the ability to be a true “turnkey” operation that can handle the majority of exterior product needs for the building contractors, property managers and homeowners.

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SunCoast Building Products & Services, Inc. an established family owned and operated small business located in downtown Historic Conway, SC is enjoying years of success. Celebrating their 25th year as a small business, they have been featured in publications such as “Southern Living Magazine”, “Gutter Enterprise”, “Grand Strand Magazine” along with other local publications and been awarded year after year for excellence in their field.

Master Installer Darryl Hill said, “We are blessed for sure and make no mistake we have worked incredibly hard to become ‘Your Gutter Experts’. We started our business in 1998 where most properties were built without gutters and downspouts. Today we install on most construction, new

and existing.” He added most of the new construction homes and developments are built for an aging population who have migrated south and require a warranted and reliable guttering system which is essential in controlling the flow of heavy rainwater being produced by the storms we experience during Hurricane season.”

These systems also aid in the control of drainage and foundation erosion which will destroy expensive landscapes. Today exterior design is as important as interior. Gutters and



Suncoast Building Products & Services installed the gutters on this home built by Beach Custom Homes.

downspouts are not just functional but decorative in use for “Curb Appeal” and if installed properly are a beautiful added design feature to your home’s exterior. During autumn months and hurricane season keeping gutters free of debris in areas with pine trees and heavy foliage are easier with a reliable “Pine/Leaf Gutter Guard Protection System”.



Suncoast Building Products & Services installed the gutters on this home built by Brighton Construction.

Darryl recommends cleaning the gutters several times a year

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Zeb Hill (left) and Darryl Hill (right)



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or adding one of their guards to capture falling pine needles and foliage allowing water to flow properly through the gutter. He states, “We have the BEST Protection systems!” “I have tried just about every single one out there over the last 35 years, I know which ones work and which ones don't.”

The company is family owned and operated. Lesley Hill, Darryl's better half of 37 years, and CEO is active in the community.



Suncoast Building Products & Services installed the gutters on this home built by Great Southern Homes.

Lesley is an honored Board Member for The Conway Chamber of Commerce. She believes builders and contractors should “Shop Local” small businesses

first and especially when looking for subcontractors who participate in their communities through memberships that support community involvement. She is also active with the Horry Georgetown Home Builders Association...a former Board Member she explained she is committed to promoting “Good will” between all contractors, subcontractors, businesses large and small along with supporting local and state legislative branches and elected officials.

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Darryl and Lesley Hill along

with their son and Chief Operating Officer, Zeb Hill, and his wife, Megan Hill, General Manager,

lead SunCoast Building Products & Services, Inc. We are incredibly grateful for our exceptional team of office staff and skilled technicians. You can visit their showroom



Suncoast Building Products & Services installed the gutters on this home built by MJM Custom Home Building.

located at 1703 Park View Rd in Conway.



Suncoast Building Products & Services owner's, Darryl & Lesley Hill (left) & Chief Operating Officer, Zeb Hill (right). Not shown in this photo is General Manager, Megan Hill.



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WINDOW COVERINGS



by Sara Sobota

Window Coverings Provide Interior Décor & Safety / Security & Curb Appeal For Exterior Design

The selection of the proper interior window coverings can truly enhance the décor of any home or business and the exterior window coverings can provide added protection & safety, as well as enhancing the curb appeal. *Building Industry Synergy* reached out to two highly respected local companies that have plenty to offer in terms of interior window treatments and exterior window coverings to get some feedback on the latest products available and trends in the industry that they have noticed recently.

While we all enjoy some fun in the summer sun, we also know how intense the Carolina weather can be on our windows and our homes. When it comes to protection, privacy, and beauty for interior and exterior window coverings, nobody offers better service and quality products than **Burroughs Shutter Company**.



(843) 385-1992

Owners Matt and Anna Burroughs work with builders, contractors, home owners, property management companies, and commercial clients to provide the exact product and look to fit the customer's need and expectations. One area of specialty is Bahama shutters, which offer a breezy, tropical look to any windows.



Matt & Anna Burroughs

"We're best at Bahama Shutters," said Burroughs. "We offer them at a variety of different levels, depending on what your ultimate goal is. Some homeowners are looking for privacy, with a growing number of houses being built fairly close to one another. Also, Bahama shutters can provide shade, taking heat off the window, especially your east/west-facing windows. They can also provide hurricane protection, if you decide to go with a hurricane-rated version. Either way you can achieve aesthetic value and still have your shade, your privacy, or hurricane protection without taking away from the look of the house."



Burroughs works with a wide variety of clientele to meet their specific needs.

"We've got something for everybody," said Burroughs. "A track home owner might want golf ball protection over their window. In some track home neighborhoods, one window gets the Bahama shutter, and owners call me to add them to other windows, or they

upgrade to hurricane protection. We range through remodels for a homeowner or builder, right up into extreme custom new builds with top of the top builders, who call on us to provide what they need."



Matt and Anna Burroughs meet with every client personally to learn about their style and their needs and offer options to meet them.

"Whether we're starting with plans, or starting with some amount of build going, or an existing home, we can meet you on site; talk about what you're looking for; walk you through your options -- talk about color, function, and longevity; and overall get the right product you're looking for," said Matt Burroughs.

Solar shades are another popular product. "They might match up with a Bahama, inside with the solar shade, but also, people are installing them on screened porches just to help with that intense morning or late afternoon sun," said Burroughs.



Retractable Solar Screens have become extremely popular with homeowners in this area.

“We even have a new product: a hurricane-rated roll-down screen. We’ll use it on the ocean front even if we’re not enclosing the whole porch. That’s usable on porches, outside grilling, cooking areas,

gazebos, and cabanas. Those are popular right now.”
PLEASE REFER TO PAGE 3 OF THIS ISSUE FOR FURTHER INFORMATION ON BURROUGHS SHUTTER COMPANY.

Coastal Luxe Interiors, the Grand Strand’s premier, full-service design center, not only creates beautiful, functional and stylish living spaces, but they make the process enjoyable. The experts at Coastal Luxe work with existing



homeowners, new homeowners, and building contractors to ensure that all their clients achieve “Better Living by Design.”



Coastal Luxe Interiors General Manager, Sherry Weatherly

We had a recent opportunity to sit down with the Coastal Luxe leadership team, including General Manager Sherry Weatherly.

When it comes to

window treatments, the expert design team at Coastal Luxe offers customized options to create an individualized look in every home; in a model home, these kinds of touches make every client who walks in want that look for their own. The team might suggest adding color or texture, or even banding at the top of bottom of a panel, or where two fabrics meet. The goal is “simple but effective,” said Weatherly.

Here at the beach, design trends toward low-maintenance, minimalistic options.

“High-maintenance just doesn’t play well here,” said Weatherly. “We even use a particular linen that appears indistinguishable from full linen – it doesn’t wrinkle, and it stays perfect all the time. These kinds of materials look great and minimize maintenance issues. Easy peasy.”



Window treatments also play an important function in managing privacy, light, and heat in any home, and the Coastal Luxe Design Team ensures that clients achieve the perfect balance of function, beauty, and convenience for their individual lifestyles.

“In homes with backyard views, shutters, automated shades and sunshades, sheers, multilayered and independently operated layers are ideal,” said Weatherly. Many products offer dual functions, such as sunshades for filtering of bright light in the daytime, in addition to a rear layer that provides privacy in the evening and/or when residents are away from home.

For different kinds of privacy needs, such as minimizing the effect of proximity to adjacent homes, Coastal

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Luxe offers blackout roller shades, plantation shutters, and faux wood looks – all available in a range of price points.



For building contractors and their clients, Coastal Luxe offers design guidance from early in a build, and their insight and advice can save homeowners time, hassle, and money in the long run.

“If clients initiate design plans with a professional from the inception of the building process, we can assist them in navigating the issues in prewiring for power window treatments, including motorized traverse rods or large window shades,” said Weatherly.

Design professionals assist with issues as simple as the direction and timing of incoming sunlight, which

homeowners might not consider until the building process is complete. “Good design elevates ALL homes, at all price points,” said Weatherly, “making life more convenient and functional.”

With all clients, Coastal Luxe Interiors aims to “amplify your efforts and complement your strengths with our design experience and collaborative style.”

PLEASE REFER TO PAGE 8 OF THIS ISSUE FOR FURTHER INFORMATION ON COASTAL LUXE INTERIORS.



The professional staff of interior designers @ Coastal Luxe Interiors has plenty of experience working with local building contractors and homeowners.

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Classic Homes – Classic Interiors Make Mine a *Classic*

PHOTO © CREATIVE RESULTS, INC.



This breathtaking Mediterranean in the Grande Dunes is home to the Stewarts. Its tile roof, custom stonework, and beautifully landscaped yard and driveway make it a sight to behold. Luxuriously designed, it's a Classic!



by Denise
Blackburn - Gay

Why Classic?

A home built by Classic always leaves a lasting impression. An appreciation for architectural features and their desire to turn a homeowner's dream into reality leads to a home that is nothing short of perfection.

Just ask the hundreds of satisfied homeowners whose home is a 'Classic.' Described as 'easy to work with,' with a team that 'listens,' Classic turns a three-step process into a five-star experience that begins and ends with the homeowner. Yes, it's about experience, expertise, and excellence, but building or

remodeling a home starts with a homeowner's vision.

Classic Homes helps you tailor every aspect of your home to suit your preferences and lifestyle.

"We understand that a home is not just four walls and a roof. It should be a comfortable space for you and your family for years to come," said Susan White, who,



PHOTO © CREATIVE RESULTS, INC.

Choosing the right building partners makes all the difference. Here, Berkley and Susan White meet with Matt Burroughs of Burroughs Shutter Company to ensure that everything in the Abrahamson home in Prince George will be picture-perfect!

PHOTO © SCOTT SMALLIN PHOTOGRAPHY



Beautiful spaces. Beautiful places. This outdoor retreat for the Mozingos is a great example. A signature fireplace, custom stonework, and arched doorways say it all. It's just another day in paradise!

along with her son, Berkley and his wife Kim, founded Classic more than 20 years ago. Today, the Classic team has almost 70 years of combined experience in homebuilding and has built more than 1,000 homes throughout the Carolinas, including three Southern Living Showcase Homes.

Classic, whose mantra is a "legacy of experience, expertise, and excellence," incorporates three simple but equally important components:

- Process
- Team, and
- Execution

The Process: Classic understands that you want a

home that reflects your style and taste. Choose from a variety of home plans across several style collections, including Low Country, Mediterranean, Coastal, and Townhomes. If none of

find the ideal homesite. If you already own the land, they will join you for an onsite walk-through helping you choose the perfect placement to take advantage of the area's natural



PHOTO © SCOTT SMALLIN PHOTOGRAPHY

Straight from the pages of Wine Spectator? Close, but it's actually the custom wine cellar designed and built for the Mozingos. You call it a marvel. The Mozingos call it "bottled poetry."



This waterway beauty in the Grande Dunes is home to the Mozingos. Yes, a home built by Classic leaves a lasting impression. Their appreciation for architectural features and desire to turn a homeowner's dream into reality lead to a home that is nothing short of perfection.



Attractive styling merges with exceptional craftsmanship and state-of-the-art technology. This breathtaking kitchen even features a custom-designed range hood. Visit the Sterling 1 Model, Thistle Estates, Calabash, and see for yourself.

beauty, landscape, and lighting.

The Team:

Classic Homes assembles a team for each project. It's a collaboration between designers, engineers, architects, and other professionals. The Classic team, together with credible sub-contractors and suppliers, guarantees the highest quality building standard and a 5-star client experience. Incorporating a team effort begins with the homeowner and includes top-notch building partners whose philosophy, expertise, and experience most closely match that of Classic. Quality is the name of the game.

The Execution:

Close attention is paid to time, budget, design, and craftsmanship. Clients expect the best and count on Classic to deliver. Years of experience have increased the team's expertise and capacity to integrate state-of-the-art systems and value engineering. They have an innate ability to identify both unique and common design



With over 70 years of combined experience in homebuilding, Classic knows the difference is in the details. The signature garage door, matching front door, and porch ceiling fans add to the ambiance of the Bianco home in Pawleys Plantation.

challenges and present practical solutions. No detail is too small, and no challenge is too big.

A Name Known and Trusted

Classic is a name consumers trust. Many of their clients are referrals—often family and friends referred to Classic by



Tranquility. It's a quality that Classic incorporates into all of their homes. Classic created a sunroom for the Bianco's Pawleys Plantation home that's sophisticated, comfortable, and perfect for coastal living.



The Reserve Villas at The Reserve offer a variety of home styles to suit every lifestyle. Maintenance-free exteriors and tree-lined streets add to the appeal. Nothing could be finer!

other satisfied homeowners. Classic is so popular that several homeowners have turned to them for additional builds or remodels. There's no mistaking the power

of word-of-mouth, and there's no mistaking good craftsmanship and customer service. Known near and far, Classic often builds for out-of-state

homeowners who are building their dream home in advance. They have found paradise but are not ready to relocate or retire. Classic helps turn the

remote build from a stressful situation into one of ease and confidence by providing regular, scheduled updates and photos throughout the construction process.

Whether the homeowner is local or remote, onsite or virtual meetings are set to review exciting milestones in construction,



Poised for perfection. The Keyon's home in The Reserve is just what they imagined. It's a breath of fresh air—a beautiful home with easy upkeep in a serene environment. Just say, ahh!

PHOTOS © CREATIVE RESULTS, INC.

PHOTOS © CREATIVE RESULTS, INC.



The Busbees (home seen on the cover) find entertaining a breeze in this beautiful kitchen custom designed by Susan White. Ample work space, professional-grade appliances, great lighting, and plenty of storage are Susan's hallmarks. Bon appetit!

PHOTO © MNL MEDIA



This custom home in Black Creek Plantation has all the extras—plenty of storage, a wine cellar, and, of course, a gourmet kitchen. The homeowner not only loves the design of this gorgeous home but its many outdoor amenities.

PHOTO © CREATIVE RESULTS, INC.

provide open communication, and keep homeowners in the know every step of the way. “We take the building process seriously, and we treat our clients like family. We know that if we were building a home out of state, we would like to be kept informed,” said Berkley.

Quality and Customer Service

Classic’s attention to quality and customer satisfaction are not just corporate guidelines; they’re a family tradition.

Well-known and respected in the building and construction trade, Berkley White is a prestigious master builder who



The Puleo’s home in Willbrook Plantation stands out against the night sky. Nothing says Lowcountry like attractive accent shutters and of course, rockers on the front porch

was named South Carolina Builder of the Year in 2013. He has served two terms as President of the Horry-Georgetown Home Builders Association and has

been a member since 1997. He currently serves on HGHBA’s local Board of Directors. Susan, who, in addition to Classic Homes, presides over Classic

Interiors, is an accomplished chef whose magic touch graces the kitchens of all of Classic’s homes. Her recipes have appeared in numerous publications, most recently in Bon Appetit.

The Area’s Only Southern Living Custom Builder

Classic is one of only 100 builders throughout the United States, handpicked by Southern Living,



Classic Homes is pleased to be the official builder for Highland Estates in the Thistle, one of Brunswick County’s most popular communities. Home to an award-winning golf course and beautiful homes like these, it’s no wonder it’s turning heads.

that meets the stringent criteria that set the Southern Living Custom Builder apart. This invitation-only program selects custom builders acclaimed for their detailed craftsmanship, excellence in customer service, financial stability, and use of quality building materials. A certified ‘green builder,’ Classic was the first in South Carolina to build to the ‘Fortified for Safer Living’ standard.

A member of the Southern Living Custom Builder Program for nearly two decades, they introduced the area’s first Southern Living Showcase Home to the Grand Strand in 2012 and opened their second Showcase Home in Georgetown County in 2017. Classic’s third Southern Living Showcase Home, The Inverness, opened in Brunswick

County, North Carolina, in March 2023.

One Step to the Home of Your Dreams

Classic not only builds new homes but renovates and revitalizes existing spaces as well. They are one of only a handful of

building firms that offer complete building and interior design services under one roof—making building and designing a home less daunting.

Classic’s homes, known for their beauty and durability, are also known for their gourmet kitchens. Ample work space



This Litchfield Plantation home is everything the owner dreamed of. This two-story beauty with a bonus room over the garage is perfect. With an interior that’s just as impressive, high style and comfort go hand in hand.

PHOTOS © TIDE’S EYE PHOTOGRAPHY

PHOTO © CREATIVE RESULTS, INC.

PHOTO © CREATIVE RESULTS, INC.



This stunning home is better known as The Inverness. Located in Thistle Golf Estates in Sunset Beach, NC, it is Classic's third Southern Living Showcase Home.



Your personal Zen. Built by Classic Homes and designed by Classic Interiors, this beautiful library in their 2023 Southern Living Showcase Home is a space for reflection and relaxation.

and lighting, professional-grade appliances, and plenty of storage are just a few of the signatures of the mother/son team of Berkley and Susan White.

Susan, founder of Classic Homes and President of Classic Interiors, draws her inspiration from nature and her extensive travels, creating designs that blend classic style with today's living. With an eye for detail and a passion for design, Susan always adds a special touch.

While Classic Homes handles the building side of the firm, Classic Interiors has earned a reputation as one of the area's leading design firms, providing residential and commercial services throughout the Carolinas that range from:

- New Construction and Renovation
- Window Treatments
- Kitchen and Bath Designs



Dine on the lanai, relax before your fireplace, or enjoy s'mores in front of a firepit. This breath of fresh air is featured in The Inverness, Classic's Southern Living Showcase Home. Ahh, the beauty of the South!

- Designer Wallpaper, Fabrics, and Upholstery
- Furniture and Accessories
- Site Management for Absentee

- Property Owners, and
- Model Home Staging -- Classic, Coastal, Traditional, Transitional & Beyond



Marble, glass, and gleaming brass add a touch of elegance to this bath featured in the Southern Living Showcase Home. Classic built a masterpiece. Classic Interiors brought it to life with top-of-the-line fixtures and furnishings.



A Classic Recipe SUSAN'S CRAB CAKES

(4 Entree Servings or 8 Appetizers)

INGREDIENTS:

- 1 pound crab meat
- 1 beaten egg
- 1 heaping tablespoon mayonnaise
- 1 tablespoon dry mustard
- Juice of one lemon
- 3 whole Club Crackers (*crushed to fine crumbs*)
- 1 teaspoon Worcestershire sauce
- Olive oil for frying
- 2 ounces white wine
- Tartar sauce for serving—*see recipe*

EQUIPMENT:

- One large sauté pan and spatula

PREPARATION:

In a small bowl, beat the egg and add the mayonnaise, mustard, lemon juice, and Worcestershire sauce. Mix until well blended. Place the crab meat (picked over to remove any shell fragments) in a medium-large bowl. Pour the egg mixture over the top and add the cracker crumbs. Mix gently to not break up the crab lumps, and form into cakes with your hands. Place cakes on floured board (may use additional cracker crumbs to mix with the flour on the board surface). Handle carefully, as there is almost no binder holding the crabmeat together. Turn cakes on board to coat.

Heat oil in sauté pan. Fry cakes on both sides until brown. While pan is hot, after both sides are browned, pour the white wine over the cakes and cook until the wine steams off. Serve at once. (Can be made one hour ahead if you omit the wine step. Instead, just before serving, place the browned cakes into a clean sauté pan with just a bit of olive oil to coat the bottom. Bring to a quick high heat. Pour on the wine until it steams off and serve.)

Tartar Sauce: Mix 3 tablespoons mayonnaise, 3-4 ounces salsa, 1 tablespoon capers with juice, plus 1 teaspoon horseradish—optional. Enjoy!

Susan White is a gourmet cook whose recipe was published in Bon Appetit, February 2023



PHOTO © LOWCOUNTRY PHOTOS

This gourmet kitchen is straight from the pages of Southern Living, and for good reason. It can be found in The Inverness, Classic's Southern Living Showcase Home. You might just find Susan cooking her award-winning crabcakes.

It Takes a Team

Classic knows that building a home starts with the homeowner and incorporates many individuals. It's a team effort. "It is through the support and credibility of our building partners, our collaboration with Classic Interiors,

and the help of our skilled and dedicated team that dreams are built," said Berkley. It's been said many times: "Coming together is a beginning, staying together is progress, and working together is success." Classic should know. Their first twenty years as one of the area's premier builders have set the stage for the next twenty years and beyond.



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by Sara Sobota

Paradise Is Only As Far As Your Own Backyard – Outdoor Living Areas Have Become A Focal Point For Builders & Homeowners

Beautiful outdoor living areas including pools, hot tubs, outdoor kitchens, fire pits, ect. were once considered a luxury that only a few homes had in their backyard. Today, these areas have become a standard for most new builds and remodeling / renovation projects. *Building Industry Synergy* reached out to five highly respected companies that combined, can provide almost any amenity that a builder or homeowner can dream of.

Elko Spas, Billiards & Pools has been helping countless customers in Horry, Georgetown and multiple other surrounding counties relax, destress as well as soak away aches and pains for the last 20 years.



(843) 294-ELKO (3556)



Michael & Kimberly Elko.

The Elko Showroom opened in 2004 and is still family owned and operated. 2024 will officially

mark their 20th Anniversary on the Grand Strand. A momentous achievement that owners Michael and Kimberly Elko feel blessed to celebrate.

“Elko customers are proud to brag about their HotSpring spas and Olhausen pool tables they purchased from us 15-20 years ago! Plus, they are still working great!”, she says.

In addition to hot tubs, of course, the Elko name is synonymous with Game Rooms, Saunas, Swim Spas and swimming pools such as Doughboy, Alaglas and Imagine.

Elko will also work alongside clients to customize their dream game room and backyard oasis.

“Michael Elko is our top 3D Inground pool project designer

and is one of the most talented 3D artists on the East Coast. His drawings go above and beyond customers expectations from concept to reality.” says Kimberly.



Michael Elko has mastered the art of creating 3D designs in order to show customers how their project will look when completed.

Elko offers saunas, both infrared and traditional (dry or stream). You can enjoy your saunas inside or outside your home. If you want to take it a step further, Elko offers custom cut saunas for every space you can find in and outside your



by Ashley Daniels

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home. All options are great to get you started on your health and wellness journey.

Another product you'll find in the Elko showroom is luxurious Olhausen Billiards. From modern billiard tables to rustic shuffleboards, they have products for everyone. Olhausen products are one of the top Billiard companies in America.



“Because our core products are made here in America, we have that longevity behind our products and, when people move here, they search us out because they know the brands that we sell,” says Kimberly.

Elko Experts will work directly with individuals, as well as home builders and contractors, who trust them enough to refer them

to their clients. They also finesse the logistics with builders if a hot tub is going onto a second or third story of a high-rise building and can also plan out commercial amenity

centers to house Elko gaming tables.

Services offered are hot tub water testing, repair, service, parts, cleaning, drain and cleans and moving

hot tubs. Elko is an authorized service and warranty center for Hotspring, among all other major spa brands. They cover service in swimming pool water testing, cleanings, service, repairs and parts. Elko is also an authorized service and warranty center for Pentair, Hayward and other major pool brands. Lastly, the service

department covers pool table service, cloth recover, and moving pool tables and shuffleboards when you move.

Elko Spas, Billiards & Pools pride themselves on being a long-standing pillar of the community for the last two decades.



“We do a lot with the community, and we try to give back and help others,” says Kimberly.

PLEASE REFER TO PAGE 9 OF THIS ISSUE FOR FURTHER INFORMATION ON ELKO SPAS, BILLIARDS & POOLS.

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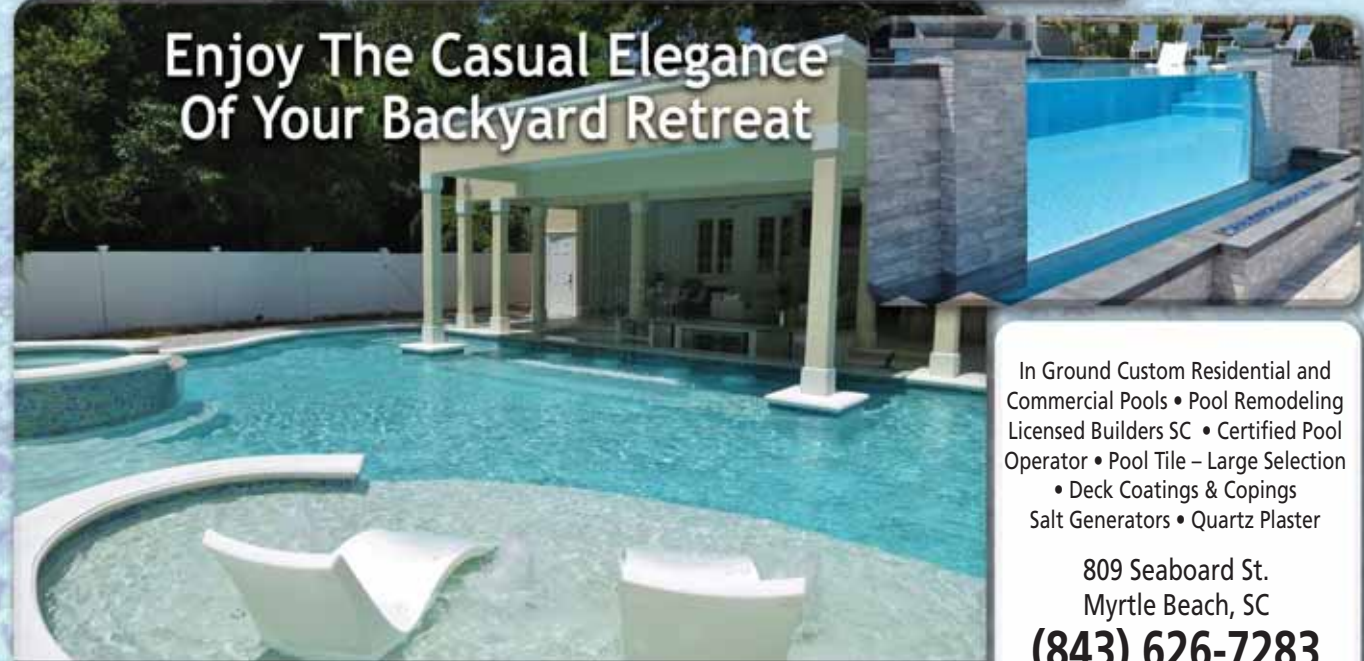
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Tommy Ashburn and his team at **The General Pool Company** can take a homeowner's daydream and turn it into a real-life paradise right in their own backyard. With the knowledge, technique, skills, and equipment that he brings to the job, Ashburn is creating scenes beyond many homeowners' imaginations.



Tommy Ashburn (right) with homeowner & customer Dr. James Hadstate (left)

For Ashburn, any pool project begins with a consultation to show the homeowner the range of options for their property.

"Most people, when they want to design a pool, and we show them what we can do, they get more

excited about designing something more elegant than what they initially had in mind because they just really didn't know. We sit people down in our office and go through a gallery of pools, looks, and shapes, and within 30 minutes they've opened up their minds to possibilities."

Technology helps Ashburn make the project seem even more realistic.

"We make a 3D rendition so they can see it in their backyard," said Ashburn.

The General Pool Company offers customized design, materials, and details for a look unique to each client.

"We create handmade,

customized copings to add to the richness of the pool," said Ashburn. "We can then build columns for fire bowls with a 'poured in place' matching pedestal for the fire bowl which adds to the overall look. We have had some clients ask us to pour the outside fireplace hearth to match the pool area."



Recent projects have included fire features in combination with LED lights, waterfall features, and artificial grass that is more durable and comfortable than grass itself. Wet decks in combination with ledger loungers are also very popular.

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"A lot of people are using ledger loungers -- it just makes the scene so inviting," said Ashburn. "People can use their wet decks and sit in the water of about 5-6 inches; we always put an umbrella anchor in the wet deck, because in July and August, it's nice to have that shade in addition to the water for relaxation and entertaining."



After the completion of a recent project, one client told Ashburn

about the reaction of friends when they enter her backyard.

"She told me, 'Every time somebody comes over here, they've got the "wow" factor. They say, "We feel like we're at a resort when they come in your back yard.'"

For those with an active lifestyle, The General Pool Company can create a sports pool, with volleyball nets strung across the width and a consistent depth throughout, for an ideal playing environment.

"Customized pools may take a

little longer to finish, but it is always worth the wait. Your backyard swimming pool should look like an invitation," says Ashburn.



It's very clear that The General Pool Company uses their knowledge and experience to put clients' happiness first.

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With more than six decades of cumulative experience in the industry and 13 years of consistent success, Randy Gaskins and the team at **Plants Direct** know how to plan a project at any home along the Grand Strand from start to finish. Don't let the name mislead you – Plants Direct does offer beautiful plants, but also much more. With two locations conveniently located in Little River and Conway, Plants Direct



Randy & Leigh Anne Gaskins @ their Hwy. 544 location.

is a full-service outdoor living and landscaping company with knowledgeable professionals who take the time and care to customize each project.

“We design and create all outdoor living areas, which might include a kitchen, a patio, a fireplace, or a hot tub area,” said Gaskins.

With the booming business industry and tight labor market, having one contact person for a multi-faceted outdoor home project is a plus, and Plants Direct offers that convenience. Gaskins knows that clients appreciate that streamlined approach.

“We can take a job from start to finish,” said Gaskins. “That’s certainly one of the most important things we do. The customer likes that

approach because they only have to deal with one contractor instead of multiple people. It just always seems to muddy the waters, the more people you have to deal with; if you have one contact, it really helps.”



Teresa Nunn is the Nursery Manager for the Hwy. 544 location & has been with Plants Direct from the very start.

With a full nursery on site at both properties, Plants Direct also offers clients the opportunity to select the specific materials to be used at their home.

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James Farrenkopf is the Operations Manager for the Hwy. 57 North location in Little River.

Gaskins is the first contact on every project and stays involved, from plans to finishing touches.

“I go out to each home and meet with the customers,” said Gaskins. “I get ideas of what they want and like, and I give them my ideas. I can give them a sketch, a layout of their property, and tell them exactly what plants and materials we’ll be using.”

Gaskins is also readily

“They can come to my nursery and actually tag all the material that’s going in their yard, and they always enjoy that,” said Gaskins. “They know the tree they come and put their name on will be planted at their home. That helps everyone have a better visual of how the finished project is going to look.”

Accessibility, reliability, and accountability are the foundations of Plants Direct.



James Farrenkopf with Sales Associate, Tina Towers, @ the Hwy. 57 North location in Little River.

available to clients so they always feel connected.

“I’m a very hands-on person, and if they reach out to me, I feel the need to respond,” said Gaskins.



Randy Gaskins takes pride in having plenty of inventory readily available for his customers. Plants Direct’s large inventory includes double palm trees as well.

For convenience, selection, efficiency, and quality in outdoor living projects, reach out to the professionals at Plants Direct.

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Installing natural gas or propane can be an essential yet complicated part of the homebuilding process. Fortunately for custom homebuilders, **Patriot 55 Services** is available to provide convenient, efficient, and quality services and products that simplify

the process. Patriot 55 Services, established in 2017, is a veteran-owned company that serves the Grand



strand area with comprehensive services and products, including gas log fireplaces; gas fire pits, grills, and outdoor heaters; pool heaters; generators; and gas pipe installation and repairs.



Patriot 55 Services owner, Tom Moxley

Patriot 55 Services owner Tom Moxley said his clients value the fact that his company is a one-stop shop. Tom has been working in the natural gas & propane industry for over 25 years.

"Instead of having to call 10 people, they can have the lines put in the house and get their tanks, fireplace, fire pits, grills, tankless water heaters – all of it in one place. They can get everything they need from us without having to call a plumber, the outdoor kitchen guy, or other businesses that create extra steps."



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Many area businesses may mistakenly think Patriot 55 Services is limited to propane, but that's not the case, said Moxley.

"People will call and say, 'We thought you just did propane!' And we tell them, no, we do both; we sell both types of appliances. Every product we have we can do propane or natural gas."

Several custom homebuilders have become regular clients with Patriot 55 Services, and the company also works with retail customers, contractors, and commercial clients, including restaurants.

"For example, Coastal Energy [local propane supplier] will call and say, 'Mrs. Jones needs a 250-gallon underground tank buried, with lines under the house, hookups, startup' -- all that good stuff, so they'll subcontract with us," said Moxley.



Kan Keolanui (standing) & Dylan Tackitt (kneeling) with Patriot 55 Services.

All Patriot 55 Services employees are fully trained and have completed state certification. The company's knowledgeable staff as well as their quality products and attentive service result in strong, positive client relationships.

"Our administrative specialist is extremely responsive when people call," said Moxley. "We have inventory readily available, and we do a lot of follow-ups. We've got five guys and three trucks on the road, and we emphasize timeliness in all our services."



Patriot 55 Services shares a showroom with Coastal Energy located @ 4460 Old Kings Hwy. in Murrells Inlet.

Homeowners interested in installing natural gas or propane products, or doing a complete home makeover, can meet with a Patriot 55 Services technician to discuss how to achieve their goals.

"We guide them through the process, making recommendations for what would be best for their

situation and not just trying to sell them something," said Moxley. "We want it to be simple for them to use or cost efficient if that's what they want; we cater to their needs and goals. On the other hand, we can make suggestions for products and setups we have that will allow them to make additional, future modifications easily."



As a veteran and a family member of a police officer, Moxley recognizes the value of military and public servants. Patriot 55 Services offers discounts to veterans, fire fighters, law enforcement, and EMT workers.

"I'm a true believer in giving back to the people that give so much to us, unselfishly, every day," said Moxley. "I think they need to be rewarded for making that sacrifice every day. I'm a veteran myself, so I think it's important that we take care of each other."

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With more than 40 years of experience and a knowledgeable team that walks owners fully through the exciting pool-build process, **Sunco Pools and Spas** is ready to bring summer fun to your home.



General Manager, Paula Elliott

Paula Elliott, general manager of Sunco Pools and Spas, said the pool-build process starts with a one-on-one consultation with the client. Because each custom pool is a reflection of the homeowner, each project has its own unique progression. "Customers actually play a part in designing their pool," said Elliott. "They determine the shape and pick out materials like the gunnite, the plaster, and the tile. It's a series of steps, so they

actually get to see their ideas from the beginning to the end. It makes it a little bit more exciting for the client, to know they had a part in their pool build."

Doug Smith, Sunco Pools and Spas construction manager and sales representative's

Katie Chavis & Dan Uribe, work together to ensure clients have full knowledge of options and end up with the pool of their dreams.

"Doug's been building pools for years – he's very knowledgeable and loves working with high-tech features in automation", says Paula. Pool automation not only offers eye-catching water features and convenience of operation, but it also



Construction Manager, Doug Smith

saves clients money in the long run, with variable speed pumps that operate at different speeds depending on the use of the pool. "There are different water features,

deck jets, and colored lighting," said Elliott. "The LED lights are very popular -- the color-changing lights that you can control on your phone. Some have different light shows you can put on, whether it's a theme or customized pattern."



Sales Associate, Katie Chavis

Once the pool build is complete, Sunco Pools and Spas continues its relationship with clients. "We maintain their pool for a month, and then we give them a hands-on show and tell: how to



Sales Associate, Dan Uribe

take care of their equipment, how to operate their salt generator, and so on. It's a process; usually after they do it a few times, then they're familiar with it." Many pool owners come into the



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Sunco Pools and Spas showroom to pick up an item for maintenance, only to discover the latest equipment that can make their pool more convenient, more economical, or more entertaining. "They'll come to do a water test and

explore different things we have," said Elliott. "We have different pumps on display, a salt generator, and different filters. By seeing how they work, the pool owner can learn about different options that might fit their needs."

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All American Management Group Painting - Interior & Exterior / Drywall / Carpentry / Siding For Builders & Property Management Companies13	Creative Flooring Designs Residential & Commercial Flooring Specialists.....33	Pella Windows & Doors19
Appliances 4 Less40	Eagle Strategies Cary Rowell / Financial Planning New York Life Insurance.....41	Plants Direct Nursery & Garden Center / Landscape Design & Installation / Outdoor Kitchens & Fireplaces / Pools37
Artwork Masonry Construction & Outdoor Design Outdoor Kitchens / Fireplaces / Home Exteriors / Community Signs / Concrete & Much More... ..12	Elevators Plus Residential Elevators35	Security Vision Superior Security & Home Automation Services...18
Brady Glass Solutions38	Elite Exteriors Roofing / Siding / Windows / Doors / Decking & More11	Sunco Pools & Spas Commercial & Residential Pool Renovations / Custom Pool Builds Residential Pool Cleaning / Service / Water Testing & Delivery.....41
Builders First Source Local Building Supply Back Cover	Elko Spas Billiards & Pools Residential & Commercial For Property Managers / Building Contractors / Homeowners9	Suncoast Building Products & Services, Inc. Specializing In Custom Seamless Gutters15
Burroughs Shutter Company Exterior & Interior Shutters / Interior Shades / Hurricane Protection & More.....3	Flooring Panda Catering to Local Building Contractors and Homeowners42	Swift Appliance Custom Appliance Selections & Installations / In Home Consultations / Visit the Murrells Inlet Showroom.....35
Carolina Cool HVAC / Plumbing / Electrical / Solar31	Home Design Extras Local Specialty Building Products Manufacturer..16	The General Pool Company Residential & Commercial Pools & Backyard Retreats34
Carolina Home Exteriors Custom Sunrooms / Enclosures & Much More.....14	J & S Flooring Georgetown's Premier Residential & Commercial Flooring Specialists.....31	Trusted Home Services One Stop Shop For Electrical / HVAC / Plumbing / Lighting Security / Home Automation / Appliances / Generators & Motorized Window Coverings32
Celtic Granite & Marble New Construction & Remodeling38	Palmetto Brick Recognized Throughout The Industry As Horry & Georgetown Counties Premier Brick Company Celebrated 100 Years in 201910	West Fraser (formerly Norbord) Energy Efficient Framing Materials Back Cover
Coastal Fasteners & Supply Residential / Commercial Construction Fasteners & MoreInside Front Cover	Palmetto Protection Films Residential & Commercial Window Tinting19	
Coastal Luxe Interiors Interior Design Specialists - Assisting With Builder & Homeowner Interior Design & Selections8		

EDITORIAL CALENDAR 2023-2024

SEPTEMBER 'SPECIAL ISSUE' 2023

The 2023 September 'Special Issue' will be handed to each show attendee that purchases a ticket to the HGHBA Home Improvement & Outdoor Living Show in the MBCC September 15th - 17th. Call (843) 945-4452 to be included in this marketing opportunity.

- BATHROOM & KITCHEN DESIGN
- DOORS / WINDOWS
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- HOME AUTOMATION / SECURITY
- ELEVATORS / ACCESSIBILITY
- EQUIPMENT

Space Reservation: August 4 Material Close: August 11

FEBRUARY 'SPECIAL ISSUE' 2024

The 2024 February 'Special Issue' will be handed to each show attendee that purchases a ticket to the HGHBA Home Show in the MBCC February 2nd-4th. Call (843) 945-4452 to be included in this marketing opportunity.

- ENCLOSURES / SUNROOMS
- SCREEN ROOMS / AWNINGS
- FLOOR COVERINGS

Space Reservation: December 29 Material Close: January 5

SPRING 2024

- LOCAL BUILDING SUPPLY ~
Site Work / Brick / Concrete / Paving
- PROPERTY MAINTENANCE
HVAC / Plumbing / Surveillance
Misc Maintenance

Space Reservation: April 5 Material Close: April 12

SUMMER 2024

- OUTDOOR LIVING SPACE ~
Landscaping / Pools & Spas / Hardscapes
Outdoor Kitchens / Lighting
- EXTERIOR PRODUCTS ~
Roofing / Gutters / Siding / Decking
Specialty Products
- WINDOW COVERINGS & TREATMENT ~
Exterior & Interior / INTERIOR DESIGN

Space Reservation: May 31 Material Close: June 7

Each issue is directly mailed to the target audience and posted online no later than 28 days from material close date

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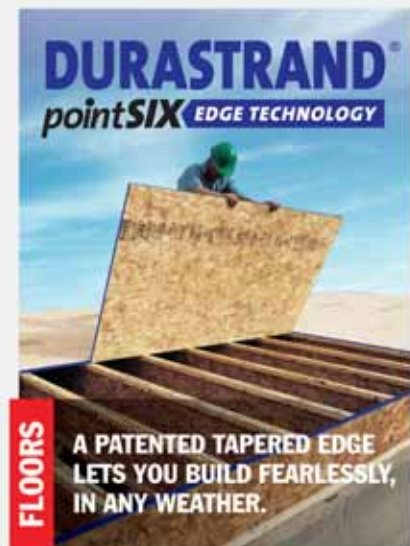
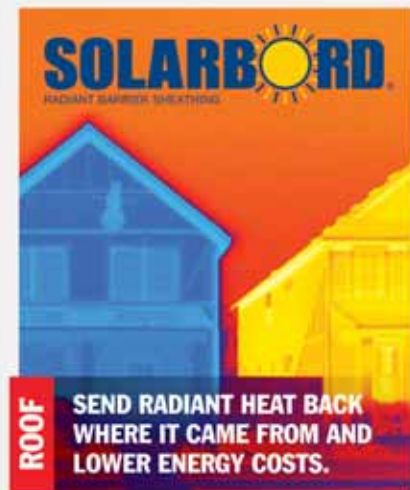
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